



Electronics and Internet Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022
Population		9,311	9,721
Population 18+		7,211	7,577
Households		3,675	3,840
Median Household Income		\$79,998	\$86,024
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Own any tablet	2,869	39.8%	118
Own any e-reader	857	11.9%	137
Own e-reader/tablet: iPad	1,877	26.0%	126
Own e-reader/tablet: Barnes & Noble Nook	322	4.5%	125
Own e-reader/tablet: Amazon Kindle	1,157	16.0%	128
Own any portable MP3 player	2,260	31.3%	112
Own Apple iPod nano	681	9.4%	127
Own Apple iPod shuffle	423	5.9%	134
Own Apple iPod touch	658	9.1%	105
Purchased portable MP3 player in last 12 months	151	2.1%	75
Own any camera/camcorder	860	11.9%	109
Own digital point & shoot camera/camcorder	1,828	25.4%	119
Own digital SLR camera/camcorder	827	11.5%	138
Own 35mm camera/camcorder	680	9.4%	135
Spent on camera/camcorder last 12 mo: \$1-99	312	4.3%	89
Spent on camera/camcorder last 12 mo: \$100-\$199	216	3.0%	108
Spent on camera/camcorder last 12 mo: \$200+	319	4.4%	99
Own telephoto/zoom lens	531	7.4%	138
Own wideangle lens	358	5.0%	142
Printed digital photos in last 12 months	1,313	18.2%	131
Use a computer at work	3,543	49.1%	119
Use desktop computer at work	1,980	27.5%	118
Use laptop/notebook at work	1,300	18.0%	125
HH owns a computer	3,080	83.8%	110
Purchased home computer in last 12 months	518	14.1%	112
HH owns desktop computer	1,786	48.6%	114
HH owns laptop/notebook	2,236	60.8%	110
HH owns netbook	199	5.4%	111
Child (under 18 yrs) uses home computer	620	16.9%	104
HH owns any Apple/Mac brand computer	674	18.3%	119
HH owns any PC/non-Apple brand computer	2,632	71.6%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	715	19.5%	110
Purchased most recent home computer 3-4 years ago	681	18.5%	116
Purchased most recent home computer 5+ years ago	374	10.2%	119
HH purchased most recent computer in a store	1,558	42.4%	113
HH purchased most recent computer online	553	15.0%	115
Spent on most recent home computer: <\$500	553	15.0%	98
Spent on most recent home computer: \$500-\$999	771	21.0%	115
Spent on most recent home computer: \$1000-\$1499	425	11.6%	127
Spent on most recent home computer: \$1500-\$1999	214	5.8%	136
Spent on most recent home computer: \$2000+	159	4.3%	121
HH owns webcam	730	19.9%	100
HH owns wireless router	1,469	40.0%	122
HH owns software: accounting	306	8.3%	136
HH owns software: communications/fax	227	6.2%	121
HH owns software: database/filing	244	6.6%	119
HH owns software: desktop publishing	380	10.3%	121
HH owns software: education/training	367	10.0%	108
HH owns software: entertainment/games	827	22.5%	113
HH owns software: personal finance/tax prep	555	15.1%	126
HH owns software: presentation graphics	247	6.7%	107
HH owns software: multimedia	492	13.4%	108
HH owns software: networking	532	14.5%	109
HH owns software: online meeting/conference	145	3.9%	116
HH owns software: security/anti-virus	1,044	28.4%	120
HH owns software: spreadsheet	898	24.4%	126
HH owns software: utility	212	5.8%	114
HH owns software: web authoring	88	2.4%	112
HH owns software: word processing	1,302	35.4%	121
HH owns CD player	800	21.8%	127

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	1,223	33.3%	123
HH purchased portable GPS navigation device/12 mo	80	2.2%	80
HH owns headphones (ear buds)	1,561	42.5%	114
HH owns noise reduction headphones	404	11.0%	133
HH owns home theater/entertainment system	445	12.1%	117
HH owns 1 TV	618	16.8%	81
HH owns 2 TVs	976	26.6%	102
HH owns 3 TVs	877	23.9%	111
HH owns 4+ TVs	807	22.0%	120
HH owns LCD TV	1,174	31.9%	106
HH owns LED TV	1,125	30.6%	119
HH owns plasma TV	563	15.3%	102
HH has 3D TV	198	5.4%	100
HH has HDTV	1,941	52.8%	113
HH has Internet connectable TV	882	24.0%	119
HH owns miniature screen TV (<13 in)	165	4.5%	109
HH owns regular screen TV (13-26 in)	1,100	29.9%	110
HH owns large screen TV (27-35 in)	1,419	38.6%	107
HH owns big screen TV (36-42 in)	1,397	38.0%	111
HH owns giant screen TV (over 42 in)	1,189	32.4%	114
Most recent HH TV purchase: regular screen (13-26 in)	423	11.5%	91
Most recent HH TV purchase: large screen (27-35 in)	758	20.6%	99
Most recent HH TV purchase: big screen (36-42 in)	912	24.8%	108
Most recent HH TV purchase: giant screen (over 42 in)	929	25.3%	115
HH owns Internet video device for TV	502	13.7%	123
HH purchased video game system in last 12 months	278	7.6%	98
HH owns video game system: handheld	452	12.3%	96
HH owns video game system: attached to TV/computer	1,537	41.8%	96
HH owns video game system: Nintendo 3DS	127	3.5%	112
HH owns video game system: Nintendo DS/DS Lite	176	4.8%	99
HH owns video game system: Nintendo DSi	103	2.8%	89
HH owns video game system: Nintendo Wii	807	22.0%	107
HH owns video game system: PlayStation 2 (PS2)	277	7.5%	92
HH owns video game system: PlayStation 3 (PS3)	443	12.1%	89
HH owns video game system: Xbox 360	659	17.9%	96
HH purchased 5+ video games in last 12 months	195	5.3%	95
HH spent \$101+ on video games in last 12 months	254	6.9%	92
Have access to Internet at home	6,585	91.3%	107
Connection to Internet at home: via cable modem	3,435	47.6%	120
Connection to Internet at home: via DSL	1,098	15.2%	95
Connection to Internet at home: via fiber optic	1,294	17.9%	138
Access Internet at home via high speed connection	6,445	89.4%	108
Spend 10+ hrs online (excl email/IM time) daily	244	3.4%	86
Spend 5-9.9 hrs online (excl email/IM time) daily	807	11.2%	98
Spend 2-4.9 hrs online (excl email/IM time) daily	1,676	23.2%	109
Spend 1-1.9 hrs online (excl email/IM time) daily	1,450	20.1%	117
Spend 0.5-0.9 hrs online(excl email/IM time) daily	976	13.5%	110
Spend <0.5 hrs online (excl email/IM time) daily	766	10.6%	111
Used Internet in last 30 days	6,430	89.2%	107
Used Internet/30 days: at home	6,166	85.5%	109
Used Internet/30 days: at work	3,497	48.5%	120
Used Internet/30 days: at school/library	1,000	13.9%	106

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Used Internet/30 days: not hm/work/school/library	2,658	36.9%	115
Accessed Internet in last 30 days using computer	5,911	82.0%	112
Accessed Internet in last 30 days using cell phone	4,875	67.6%	107
Accessed Internet in last 30 days using tablet	2,892	40.1%	122
Accessed Internet in last 30 days using video game	574	8.0%	98
Accessed Internet in last 30 days using television	869	12.1%	128
Used Wi-Fi/wireless connection outside hm/30 days	2,463	34.2%	117
Internet last 30 days: visited forum	297	4.1%	84
Internet last 30 days: used email	5,892	81.7%	114
Internet last 30 days: used IM	3,883	53.8%	102
Internet last 30 days: made personal purchase	3,853	53.4%	120
Internet last 30 days: made business purchase	1,112	15.4%	128
Internet last 30 days: paid bills online	3,847	53.3%	113
Internet last 30 days: took online class	627	8.7%	109
Internet last 30 days: looked for employment	1,003	13.9%	88
Internet last 30 days: traded/tracked investments	1,207	16.7%	138
Internet last 30 days: made travel plans	1,841	25.5%	129
Internet last 30 days: obtained auto info	990	13.7%	114
Internet last 30 days: obtained financial info	2,758	38.2%	123
Internet last 30 days: obtained medical info	2,140	29.7%	116
Internet last 30 days: checked movie listing/times	1,950	27.0%	110
Internet last 30 days: obtained latest news	3,867	53.6%	118
Internet last 30 days: obtained parenting info	421	5.8%	94
Internet last 30 days: obtained real estate info	1,202	16.7%	117
Internet last 30 days: obtained sports news/info	2,485	34.5%	111
Internet last 30 days: visited online blog	1,159	16.1%	124
Internet last 30 days: wrote online blog	233	3.2%	104
Internet last 30 days: used online dating website	147	2.0%	91
Internet last 30 days: played games online	2,160	30.0%	97
Internet last 30 days: sent greeting card	418	5.8%	115
Internet last 30 days: made phone call	1,803	25.0%	113
Internet last 30 days: shared photos via website	2,494	34.6%	111
Internet last 30 days: looked for recipes	3,194	44.3%	121
Internet last 30 days: added video to website	562	7.8%	105
Internet last 30 days: downloaded a movie	661	9.2%	111
Internet last 30 days: downloaded music	1,624	22.5%	96
Internet last 30 days: downloaded podcast	317	4.4%	107
Internet last 30 days: downloaded TV program	420	5.8%	107
Internet last 30 days: downloaded a video game	706	9.8%	84
Internet last 30 days: watched movie online	1,284	17.8%	95
Internet last 30 days: watched TV program online	1,355	18.8%	111
Purch/rntd video download/strm/30 days: amazon.com	483	6.7%	112
Purch/rntd video download/strm/30 days: hulu.com	245	3.4%	87
Purch/rntd video download/strm/30 days: itunes.com	219	3.0%	91
Purch/rntd video download/strm/30 days: netflix.com	1,218	16.9%	119
Used online gaming srv/30 days: PlayStation Network	326	4.5%	96
Used online gaming srv/30 days: Xbox Live	362	5.0%	89
Played Massive Multi-Player Online game/30 days	210	2.9%	76
Visited any Spanish language website last 30 days	116	1.6%	46
Visited website in last 30 days: facebook.com	4,295	59.6%	102
Visited website in last 30 days: LinkedIn.com	1,190	16.5%	134
Visited website in last 30 days: picasa.com	184	2.6%	112
Visited website in last 30 days: shutterfly.com	334	4.6%	132
Visited website in last 30 days: tumblr.com	303	4.2%	104
Visited website in last 30 days: twitter.com	946	13.1%	105
Visited website in last 30 days: yelp.com	438	6.1%	111
Visited website in last 30 days: YouTube.com	3,716	51.5%	106
Visited website in last 30 days: plus.google.com	1,259	17.5%	106
Visited website in last 30 days: pinterest	1,273	17.7%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	2,196	30.5%	100
Social network: updated profile in last 30 days	1,525	21.1%	97
Social network: posted picture in last 30 days	2,723	37.8%	100
Social network: posted video in last 30 days	932	12.9%	99
Social network: posted link in last 30 days	1,133	15.7%	111
Social network: saw friend's page in last 30 days	3,565	49.4%	107
Social network: commented on post in last 30 days	3,101	43.0%	104
Social network: posted a blog in last 30 days	315	4.4%	96
Social network: rated a product in last 30 days	492	6.8%	107
Social network: sent email message in last 30 days	3,353	46.5%	108
Social network: sent IM in last 30 days	1,127	15.6%	101
Social network: played a game in last 30 days	1,264	17.5%	95
Social network: invited to event in last 30 days	526	7.3%	96
Social network: liked something in last 30 days	2,632	36.5%	102
Social network: followed something in last 30 days	1,317	18.3%	104
Social network: clicked on an ad in last 30 days	787	10.9%	109
Social network: watched video in last 30 days	3,219	44.6%	106
Social network: posed location in last 30 days	711	9.9%	102
Social network: used to keep in touch w/ friends	2,703	37.5%	101
Social network: used to reconnect w/ old friends	890	12.3%	97
Social network: used to meet new friends	419	5.8%	87
Social network: used to follow friends activities	1,293	17.9%	104
Social network: used to find out about new prod.	380	5.3%	88
Social network: used to review prod. or service	247	3.4%	81
Social network: used for professional contacts	447	6.2%	96
Social network: used to find mutual interests	298	4.1%	81
Social network: used to track current events	721	10.0%	94
Social network: used to find info on TV or movie	422	5.9%	91
Social network: used to find local information	584	8.1%	92
Social network: used for gaming	480	6.7%	95
Social network: used to support favorite brands	261	3.6%	83
Social network: used to get coupons or discounts	397	5.5%	90
Social network: used to gain access to VIP events	198	2.7%	77
Used website/search engine/30 days: ask.com	498	6.9%	103
Used website/search engine/30 days: bing.com	1,236	17.1%	104
Used website/search engine/30 days: google.com	5,967	82.7%	109
Used website/search engine/30 days: yahoo.com	2,352	32.6%	105
Visited news website in last 30 days: ABCnews.com	477	6.6%	116
Visited news website in last 30 days: bbc.com	395	5.5%	126
Visited news website in last 30 days: CBSnews.com	336	4.7%	120
Visited news website in last 30 days: cnn.com	1,127	15.6%	122
Visited news website in last 30 days: foxnews.com	877	12.2%	114
Visited news website in last 30 days: huffpo.com	959	13.3%	135
Visited news website in last 30 days: nbcnews.com	349	4.8%	108
Visited news website in last 30 days: Yahoo! News	938	13.0%	101

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Demographic Summary		2017	2022
Population		71,886	73,565
Population 18+		57,448	59,140
Households		31,710	32,445
Median Household Income		\$67,922	\$76,615
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Own any tablet	22,898	39.9%	118
Own any e-reader	6,473	11.3%	130
Own e-reader/tablet: iPad	14,693	25.6%	124
Own e-reader/tablet: Barnes & Noble Nook	2,499	4.4%	121
Own e-reader/tablet: Amazon Kindle	8,830	15.4%	122
Own any portable MP3 player	18,377	32.0%	114
Own Apple iPod nano	5,048	8.8%	118
Own Apple iPod shuffle	3,165	5.5%	126
Own Apple iPod touch	5,251	9.1%	105
Purchased portable MP3 player in last 12 months	1,373	2.4%	86
Own any camera/camcorder	6,088	10.6%	97
Own digital point & shoot camera/camcorder	14,592	25.4%	119
Own digital SLR camera/camcorder	6,066	10.6%	127
Own 35mm camera/camcorder	4,792	8.3%	119
Spent on camera/camcorder last 12 mo: \$1-99	2,576	4.5%	93
Spent on camera/camcorder last 12 mo: \$100-\$199	1,724	3.0%	108
Spent on camera/camcorder last 12 mo: \$200+	2,721	4.7%	106
Own telephoto/zoom lens	3,935	6.8%	128
Own wideangle lens	2,648	4.6%	132
Printed digital photos in last 12 months	9,715	16.9%	122
Use a computer at work	28,258	49.2%	119
Use desktop computer at work	15,662	27.3%	117
Use laptop/notebook at work	10,307	17.9%	124
HH owns a computer	26,102	82.3%	108
Purchased home computer in last 12 months	4,362	13.8%	109
HH owns desktop computer	14,413	45.5%	107
HH owns laptop/notebook	19,342	61.0%	110
HH owns netbook	1,666	5.3%	108
Child (under 18 yrs) uses home computer	4,470	14.1%	87
HH owns any Apple/Mac brand computer	5,954	18.8%	122
HH owns any PC/non-Apple brand computer	21,993	69.4%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	6,016	19.0%	107
Purchased most recent home computer 3-4 years ago	5,848	18.4%	115
Purchased most recent home computer 5+ years ago	3,019	9.5%	112
HH purchased most recent computer in a store	12,795	40.4%	108
HH purchased most recent computer online	4,855	15.3%	117
Spent on most recent home computer: <\$500	4,881	15.4%	101
Spent on most recent home computer: \$500-\$999	6,286	19.8%	108
Spent on most recent home computer: \$1000-\$1499	3,591	11.3%	124
Spent on most recent home computer: \$1500-\$1999	1,725	5.4%	127
Spent on most recent home computer: \$2000+	1,298	4.1%	115
HH owns webcam	6,551	20.7%	104
HH owns wireless router	11,813	37.3%	114
HH owns software: accounting	2,211	7.0%	114
HH owns software: communications/fax	1,826	5.8%	113
HH owns software: database/filing	1,994	6.3%	113
HH owns software: desktop publishing	3,278	10.3%	121
HH owns software: education/training	3,068	9.7%	105
HH owns software: entertainment/games	6,893	21.7%	109
HH owns software: personal finance/tax prep	4,441	14.0%	117
HH owns software: presentation graphics	2,212	7.0%	111
HH owns software: multimedia	4,362	13.8%	111
HH owns software: networking	4,656	14.7%	110
HH owns software: online meeting/conference	1,208	3.8%	112
HH owns software: security/anti-virus	8,595	27.1%	114
HH owns software: spreadsheet	7,421	23.4%	120
HH owns software: utility	1,827	5.8%	114
HH owns software: web authoring	795	2.5%	117
HH owns software: word processing	11,078	34.9%	119
HH owns CD player	6,308	19.9%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	9,549	30.1%	111
HH purchased portable GPS navigation device/12 mo	825	2.6%	96
HH owns headphones (ear buds)	13,024	41.1%	111
HH owns noise reduction headphones	3,252	10.3%	124
HH owns home theater/entertainment system	3,434	10.8%	105
HH owns 1 TV	6,918	21.8%	105
HH owns 2 TVs	8,854	27.9%	107
HH owns 3 TVs	6,743	21.3%	99
HH owns 4+ TVs	5,491	17.3%	95
HH owns LCD TV	10,291	32.5%	107
HH owns LED TV	8,691	27.4%	106
HH owns plasma TV	4,798	15.1%	101
HH has 3D TV	1,713	5.4%	100
HH has HDTV	15,914	50.2%	108
HH has Internet connectable TV	7,203	22.7%	113
HH owns miniature screen TV (<13 in)	1,325	4.2%	102
HH owns regular screen TV (13-26 in)	8,783	27.7%	101
HH owns large screen TV (27-35 in)	11,807	37.2%	104
HH owns big screen TV (36-42 in)	11,343	35.8%	105
HH owns giant screen TV (over 42 in)	9,181	29.0%	102
Most recent HH TV purchase: regular screen (13-26 in)	3,902	12.3%	98
Most recent HH TV purchase: large screen (27-35 in)	6,784	21.4%	103
Most recent HH TV purchase: big screen (36-42 in)	7,517	23.7%	104
Most recent HH TV purchase: giant screen (over 42 in)	7,327	23.1%	105
HH owns Internet video device for TV	4,058	12.8%	116
HH purchased video game system in last 12 months	2,228	7.0%	91
HH owns video game system: handheld	3,592	11.3%	89
HH owns video game system: attached to TV/computer	12,819	40.4%	93
HH owns video game system: Nintendo 3DS	917	2.9%	94
HH owns video game system: Nintendo DS/DS Lite	1,375	4.3%	89
HH owns video game system: Nintendo DSi	835	2.6%	84
HH owns video game system: Nintendo Wii	6,130	19.3%	94
HH owns video game system: PlayStation 2 (PS2)	2,248	7.1%	87
HH owns video game system: PlayStation 3 (PS3)	3,918	12.4%	91
HH owns video game system: Xbox 360	5,437	17.1%	91
HH purchased 5+ video games in last 12 months	1,498	4.7%	85
HH spent \$101+ on video games in last 12 months	2,027	6.4%	85
Have access to Internet at home	52,252	91.0%	107
Connection to Internet at home: via cable modem	27,713	48.2%	121
Connection to Internet at home: via DSL	8,385	14.6%	91
Connection to Internet at home: via fiber optic	8,967	15.6%	120
Access Internet at home via high speed connection	51,193	89.1%	107
Spend 10+ hrs online (excl email/IM time) daily	2,233	3.9%	99
Spend 5-9.9 hrs online (excl email/IM time) daily	6,866	12.0%	105
Spend 2-4.9 hrs online (excl email/IM time) daily	13,826	24.1%	112
Spend 1-1.9 hrs online (excl email/IM time) daily	11,284	19.6%	114
Spend 0.5-0.9 hrs online(excl email/IM time) daily	7,478	13.0%	106
Spend <0.5 hrs online (excl email/IM time) daily	5,785	10.1%	105
Used Internet in last 30 days	51,337	89.4%	108
Used Internet/30 days: at home	49,258	85.7%	109
Used Internet/30 days: at work	27,732	48.3%	119
Used Internet/30 days: at school/library	8,470	14.7%	112

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January 23, 2018



Electronics and Internet Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	21,016	36.6%	114
Accessed Internet in last 30 days using computer	47,149	82.1%	112
Accessed Internet in last 30 days using cell phone	39,055	68.0%	108
Accessed Internet in last 30 days using tablet	23,048	40.1%	122
Accessed Internet in last 30 days using video game	4,779	8.3%	103
Accessed Internet in last 30 days using television	6,805	11.8%	126
Used Wi-Fi/wireless connection outside hm/30 days	20,625	35.9%	123
Internet last 30 days: visited forum	2,552	4.4%	91
Internet last 30 days: used email	47,283	82.3%	115
Internet last 30 days: used IM	31,565	54.9%	104
Internet last 30 days: made personal purchase	30,926	53.8%	121
Internet last 30 days: made business purchase	8,881	15.5%	128
Internet last 30 days: paid bills online	31,551	54.9%	116
Internet last 30 days: took online class	5,307	9.2%	116
Internet last 30 days: looked for employment	9,410	16.4%	103
Internet last 30 days: traded/tracked investments	9,573	16.7%	138
Internet last 30 days: made travel plans	15,273	26.6%	135
Internet last 30 days: obtained auto info	7,427	12.9%	107
Internet last 30 days: obtained financial info	22,022	38.3%	123
Internet last 30 days: obtained medical info	17,269	30.1%	117
Internet last 30 days: checked movie listing/times	16,443	28.6%	117
Internet last 30 days: obtained latest news	31,399	54.7%	120
Internet last 30 days: obtained parenting info	4,009	7.0%	112
Internet last 30 days: obtained real estate info	10,151	17.7%	124
Internet last 30 days: obtained sports news/info	20,956	36.5%	117
Internet last 30 days: visited online blog	9,775	17.0%	131
Internet last 30 days: wrote online blog	1,974	3.4%	111
Internet last 30 days: used online dating website	1,247	2.2%	97
Internet last 30 days: played games online	17,233	30.0%	97
Internet last 30 days: sent greeting card	3,248	5.7%	112
Internet last 30 days: made phone call	14,517	25.3%	114
Internet last 30 days: shared photos via website	20,367	35.5%	114
Internet last 30 days: looked for recipes	25,098	43.7%	119
Internet last 30 days: added video to website	4,561	7.9%	107
Internet last 30 days: downloaded a movie	5,445	9.5%	115
Internet last 30 days: downloaded music	13,985	24.3%	104
Internet last 30 days: downloaded podcast	3,198	5.6%	135
Internet last 30 days: downloaded TV program	3,744	6.5%	119
Internet last 30 days: downloaded a video game	6,090	10.6%	91
Internet last 30 days: watched movie online	11,913	20.7%	110
Internet last 30 days: watched TV program online	12,130	21.1%	124
Purch/rntd video download/strm/30 days: amazon.com	3,944	6.9%	115
Purch/rntd video download/strm/30 days: hulu.com	2,224	3.9%	99
Purch/rntd video download/strm/30 days: itunes.com	2,001	3.5%	105
Purch/rntd video download/strm/30 days: netflix.com	9,411	16.4%	116
Used online gaming srv/30 days: PlayStation Network	2,837	4.9%	105
Used online gaming srv/30 days: Xbox Live	3,158	5.5%	98
Played Massive Multi-Player Online game/30 days	1,935	3.4%	88
Visited any Spanish language website last 30 days	1,289	2.2%	64
Visited website in last 30 days: facebook.com	35,089	61.1%	105
Visited website in last 30 days: LinkedIn.com	9,962	17.3%	141
Visited website in last 30 days: picasa.com	1,611	2.8%	123
Visited website in last 30 days: shutterfly.com	2,472	4.3%	123
Visited website in last 30 days: tumblr.com	2,730	4.8%	118
Visited website in last 30 days: twitter.com	7,849	13.7%	110
Visited website in last 30 days: yelp.com	3,896	6.8%	124
Visited website in last 30 days: YouTube.com	30,343	52.8%	109
Visited website in last 30 days: plus.google.com	10,339	18.0%	109
Visited website in last 30 days: pinterest	10,250	17.8%	111

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Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	18,262	31.8%	105
Social network: updated profile in last 30 days	13,251	23.1%	106
Social network: posted picture in last 30 days	22,241	38.7%	103
Social network: posted video in last 30 days	7,442	13.0%	99
Social network: posted link in last 30 days	9,592	16.7%	118
Social network: saw friend's page in last 30 days	29,049	50.6%	110
Social network: commented on post in last 30 days	25,242	43.9%	106
Social network: posted a blog in last 30 days	2,898	5.0%	111
Social network: rated a product in last 30 days	4,242	7.4%	116
Social network: sent email message in last 30 days	27,096	47.2%	110
Social network: sent IM in last 30 days	9,576	16.7%	108
Social network: played a game in last 30 days	9,608	16.7%	90
Social network: invited to event in last 30 days	4,662	8.1%	107
Social network: liked something in last 30 days	21,951	38.2%	107
Social network: followed something in last 30 days	11,042	19.2%	109
Social network: clicked on an ad in last 30 days	6,530	11.4%	113
Social network: watched video in last 30 days	26,334	45.8%	109
Social network: posed location in last 30 days	6,211	10.8%	112
Social network: used to keep in touch w/ friends	22,126	38.5%	104
Social network: used to reconnect w/ old friends	7,331	12.8%	100
Social network: used to meet new friends	3,328	5.8%	87
Social network: used to follow friends activities	10,370	18.1%	104
Social network: used to find out about new prod.	3,003	5.2%	88
Social network: used to review prod. or service	2,104	3.7%	87
Social network: used for professional contacts	3,723	6.5%	100
Social network: used to find mutual interests	2,182	3.8%	75
Social network: used to tract current events	6,250	10.9%	103
Social network: used to find info on TV or movie	3,503	6.1%	95
Social network: used to find local information	5,095	8.9%	100
Social network: used for gaming	3,436	6.0%	85
Social network: used to support favorite brands	2,040	3.6%	82
Social network: used to get coupons or discounts	3,140	5.5%	89
Social network: used to gain access to VIP events	1,728	3.0%	84
Used website/search engine/30 days: ask.com	3,682	6.4%	95
Used website/search engine/30 days: bing.com	10,224	17.8%	108
Used website/search engine/30 days: google.com	47,653	82.9%	109
Used website/search engine/30 days: yahoo.com	18,194	31.7%	102
Visited news website in last 30 days: ABCnews.com	3,698	6.4%	113
Visited news website in last 30 days: bbc.com	3,433	6.0%	138
Visited news website in last 30 days: CBSnews.com	2,629	4.6%	118
Visited news website in last 30 days: cnn.com	9,678	16.8%	132
Visited news website in last 30 days: foxnews.com	6,824	11.9%	112
Visited news website in last 30 days: huffpo.com	7,924	13.8%	140
Visited news website in last 30 days: nbcnews.com	3,015	5.2%	117
Visited news website in last 30 days: Yahoo! News	7,802	13.6%	106

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Demographic Summary		2017	2022
Population		183,983	189,697
Population 18+		145,221	150,546
Households		79,284	81,630
Median Household Income		\$70,982	\$79,136
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Own any tablet	59,316	40.8%	121
Own any e-reader	16,463	11.3%	131
Own e-reader/tablet: iPad	38,753	26.7%	129
Own e-reader/tablet: Barnes & Noble Nook	6,614	4.6%	127
Own e-reader/tablet: Amazon Kindle	22,467	15.5%	123
Own any portable MP3 player	47,471	32.7%	117
Own Apple iPod nano	13,256	9.1%	123
Own Apple iPod shuffle	7,909	5.4%	124
Own Apple iPod touch	13,878	9.6%	110
Purchased portable MP3 player in last 12 months	3,584	2.5%	89
Own any camera/camcorder	16,665	11.5%	105
Own digital point & shoot camera/camcorder	36,980	25.5%	120
Own digital SLR camera/camcorder	15,406	10.6%	127
Own 35mm camera/camcorder	11,872	8.2%	117
Spent on camera/camcorder last 12 mo: \$1-99	6,534	4.5%	93
Spent on camera/camcorder last 12 mo: \$100-\$199	4,278	2.9%	106
Spent on camera/camcorder last 12 mo: \$200+	7,096	4.9%	109
Own telephoto/zoom lens	9,955	6.9%	129
Own wideangle lens	6,665	4.6%	131
Printed digital photos in last 12 months	24,444	16.8%	121
Use a computer at work	72,598	50.0%	121
Use desktop computer at work	40,127	27.6%	119
Use laptop/notebook at work	27,026	18.6%	129
HH owns a computer	66,178	83.5%	109
Purchased home computer in last 12 months	11,201	14.1%	112
HH owns desktop computer	36,910	46.6%	109
HH owns laptop/notebook	48,985	61.8%	111
HH owns netbook	4,231	5.3%	110
Child (under 18 yrs) uses home computer	12,871	16.2%	101
HH owns any Apple/Mac brand computer	15,384	19.4%	126
HH owns any PC/non-Apple brand computer	55,807	70.4%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	15,438	19.5%	110
Purchased most recent home computer 3-4 years ago	14,724	18.6%	116
Purchased most recent home computer 5+ years ago	7,547	9.5%	112
HH purchased most recent computer in a store	32,610	41.1%	110
HH purchased most recent computer online	12,415	15.7%	120
Spent on most recent home computer: <\$500	12,151	15.3%	100
Spent on most recent home computer: \$500-\$999	16,095	20.3%	111
Spent on most recent home computer: \$1000-\$1499	9,150	11.5%	127
Spent on most recent home computer: \$1500-\$1999	4,364	5.5%	129
Spent on most recent home computer: \$2000+	3,391	4.3%	120
HH owns webcam	16,964	21.4%	108
HH owns wireless router	30,174	38.1%	116
HH owns software: accounting	5,704	7.2%	118
HH owns software: communications/fax	4,739	6.0%	117
HH owns software: database/filing	5,233	6.6%	119
HH owns software: desktop publishing	8,287	10.5%	122
HH owns software: education/training	8,084	10.2%	110
HH owns software: entertainment/games	17,548	22.1%	111
HH owns software: personal finance/tax prep	11,528	14.5%	122
HH owns software: presentation graphics	6,020	7.6%	120
HH owns software: multimedia	11,131	14.0%	113
HH owns software: networking	12,061	15.2%	114
HH owns software: online meeting/conference	3,162	4.0%	118
HH owns software: security/anti-virus	22,035	27.8%	117
HH owns software: spreadsheet	19,248	24.3%	125
HH owns software: utility	4,677	5.9%	117
HH owns software: web authoring	2,049	2.6%	121
HH owns software: word processing	28,246	35.6%	122
HH owns CD player	15,879	20.0%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	24,545	31.0%	114
HH purchased portable GPS navigation device/12 mo	2,198	2.8%	102
HH owns headphones (ear buds)	33,226	41.9%	113
HH owns noise reduction headphones	8,273	10.4%	126
HH owns home theater/entertainment system	9,043	11.4%	111
HH owns 1 TV	16,460	20.8%	100
HH owns 2 TVs	21,813	27.5%	106
HH owns 3 TVs	17,105	21.6%	100
HH owns 4+ TVs	14,778	18.6%	102
HH owns LCD TV	26,499	33.4%	111
HH owns LED TV	21,988	27.7%	108
HH owns plasma TV	12,207	15.4%	102
HH has 3D TV	4,585	5.8%	107
HH has HDTV	40,170	50.7%	109
HH has Internet connectable TV	18,416	23.2%	116
HH owns miniature screen TV (<13 in)	3,337	4.2%	102
HH owns regular screen TV (13-26 in)	21,777	27.5%	101
HH owns large screen TV (27-35 in)	29,755	37.5%	104
HH owns big screen TV (36-42 in)	28,966	36.5%	107
HH owns giant screen TV (over 42 in)	24,005	30.3%	107
Most recent HH TV purchase: regular screen (13-26 in)	9,445	11.9%	95
Most recent HH TV purchase: large screen (27-35 in)	16,739	21.1%	101
Most recent HH TV purchase: big screen (36-42 in)	18,943	23.9%	104
Most recent HH TV purchase: giant screen (over 42 in)	18,884	23.8%	109
HH owns Internet video device for TV	10,454	13.2%	119
HH purchased video game system in last 12 months	5,817	7.3%	95
HH owns video game system: handheld	9,721	12.3%	96
HH owns video game system: attached to TV/computer	33,893	42.7%	99
HH owns video game system: Nintendo 3DS	2,469	3.1%	101
HH owns video game system: Nintendo DS/DS Lite	3,758	4.7%	98
HH owns video game system: Nintendo DSi	2,247	2.8%	90
HH owns video game system: Nintendo Wii	16,663	21.0%	103
HH owns video game system: PlayStation 2 (PS2)	5,889	7.4%	91
HH owns video game system: PlayStation 3 (PS3)	10,120	12.8%	94
HH owns video game system: Xbox 360	14,556	18.4%	98
HH purchased 5+ video games in last 12 months	3,940	5.0%	89
HH spent \$101+ on video games in last 12 months	5,556	7.0%	93
Have access to Internet at home	133,136	91.7%	107
Connection to Internet at home: via cable modem	69,379	47.8%	120
Connection to Internet at home: via DSL	21,477	14.8%	92
Connection to Internet at home: via fiber optic	24,422	16.8%	129
Access Internet at home via high speed connection	130,500	89.9%	108
Spend 10+ hrs online (excl email/IM time) daily	5,695	3.9%	100
Spend 5-9.9 hrs online (excl email/IM time) daily	17,723	12.2%	107
Spend 2-4.9 hrs online (excl email/IM time) daily	35,080	24.2%	113
Spend 1-1.9 hrs online (excl email/IM time) daily	28,711	19.8%	115
Spend 0.5-0.9 hrs online(excl email/IM time) daily	19,110	13.2%	107
Spend <0.5 hrs online (excl email/IM time) daily	14,431	9.9%	103
Used Internet in last 30 days	130,335	89.7%	108
Used Internet/30 days: at home	125,503	86.4%	110
Used Internet/30 days: at work	70,713	48.7%	120
Used Internet/30 days: at school/library	21,553	14.8%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	53,080	36.6%	114
Accessed Internet in last 30 days using computer	120,135	82.7%	113
Accessed Internet in last 30 days using cell phone	100,037	68.9%	109
Accessed Internet in last 30 days using tablet	59,795	41.2%	125
Accessed Internet in last 30 days using video game	12,454	8.6%	106
Accessed Internet in last 30 days using television	17,676	12.2%	130
Used Wi-Fi/wireless connection outside hm/30 days	52,494	36.1%	123
Internet last 30 days: visited forum	6,655	4.6%	94
Internet last 30 days: used email	120,070	82.7%	115
Internet last 30 days: used IM	80,891	55.7%	106
Internet last 30 days: made personal purchase	79,120	54.5%	123
Internet last 30 days: made business purchase	22,521	15.5%	129
Internet last 30 days: paid bills online	80,259	55.3%	117
Internet last 30 days: took online class	13,575	9.3%	117
Internet last 30 days: looked for employment	23,812	16.4%	104
Internet last 30 days: traded/tracked investments	24,672	17.0%	140
Internet last 30 days: made travel plans	39,415	27.1%	138
Internet last 30 days: obtained auto info	19,207	13.2%	110
Internet last 30 days: obtained financial info	56,270	38.7%	124
Internet last 30 days: obtained medical info	44,063	30.3%	118
Internet last 30 days: checked movie listing/times	42,557	29.3%	119
Internet last 30 days: obtained latest news	80,376	55.3%	122
Internet last 30 days: obtained parenting info	10,730	7.4%	119
Internet last 30 days: obtained real estate info	26,719	18.4%	129
Internet last 30 days: obtained sports news/info	54,096	37.3%	120
Internet last 30 days: visited online blog	24,636	17.0%	131
Internet last 30 days: wrote online blog	5,153	3.5%	114
Internet last 30 days: used online dating website	2,993	2.1%	92
Internet last 30 days: played games online	43,927	30.2%	98
Internet last 30 days: sent greeting card	8,445	5.8%	116
Internet last 30 days: made phone call	37,181	25.6%	115
Internet last 30 days: shared photos via website	51,913	35.7%	115
Internet last 30 days: looked for recipes	63,270	43.6%	119
Internet last 30 days: added video to website	11,812	8.1%	109
Internet last 30 days: downloaded a movie	13,669	9.4%	114
Internet last 30 days: downloaded music	35,810	24.7%	105
Internet last 30 days: downloaded podcast	8,076	5.6%	135
Internet last 30 days: downloaded TV program	9,199	6.3%	116
Internet last 30 days: downloaded a video game	15,915	11.0%	94
Internet last 30 days: watched movie online	30,298	20.9%	111
Internet last 30 days: watched TV program online	29,847	20.6%	121
Purch/rntd video download/strm/30 days: amazon.com	10,167	7.0%	117
Purch/rntd video download/strm/30 days: hulu.com	5,717	3.9%	101
Purch/rntd video download/strm/30 days: itunes.com	5,253	3.6%	109
Purch/rntd video download/strm/30 days: netflix.com	24,038	16.6%	117
Used online gaming srv/30 days: PlayStation Network	6,941	4.8%	102
Used online gaming srv/30 days: Xbox Live	8,052	5.5%	99
Played Massive Multi-Player Online game/30 days	4,932	3.4%	89
Visited any Spanish language website last 30 days	3,426	2.4%	68
Visited website in last 30 days: facebook.com	89,193	61.4%	105
Visited website in last 30 days: LinkedIn.com	26,074	18.0%	146
Visited website in last 30 days: picasa.com	4,201	2.9%	127
Visited website in last 30 days: shutterfly.com	6,690	4.6%	131
Visited website in last 30 days: tumblr.com	6,964	4.8%	119
Visited website in last 30 days: twitter.com	19,878	13.7%	110
Visited website in last 30 days: yelp.com	9,996	6.9%	126
Visited website in last 30 days: YouTube.com	76,729	52.8%	109
Visited website in last 30 days: plus.google.com	25,896	17.8%	108
Visited website in last 30 days: pinterest	26,667	18.4%	115

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Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	46,451	32.0%	105
Social network: updated profile in last 30 days	33,670	23.2%	106
Social network: posted picture in last 30 days	57,315	39.5%	105
Social network: posted video in last 30 days	19,081	13.1%	100
Social network: posted link in last 30 days	24,300	16.7%	118
Social network: saw friend's page in last 30 days	74,111	51.0%	111
Social network: commented on post in last 30 days	64,589	44.5%	107
Social network: posted a blog in last 30 days	7,306	5.0%	111
Social network: rated a product in last 30 days	10,850	7.5%	117
Social network: sent email message in last 30 days	69,370	47.8%	111
Social network: sent IM in last 30 days	24,685	17.0%	110
Social network: played a game in last 30 days	24,765	17.1%	92
Social network: invited to event in last 30 days	12,022	8.3%	109
Social network: liked something in last 30 days	56,037	38.6%	108
Social network: followed something in last 30 days	27,925	19.2%	109
Social network: clicked on an ad in last 30 days	16,650	11.5%	114
Social network: watched video in last 30 days	66,225	45.6%	109
Social network: posed location in last 30 days	15,936	11.0%	114
Social network: used to keep in touch w/ friends	56,810	39.1%	105
Social network: used to reconnect w/ old friends	18,889	13.0%	102
Social network: used to meet new friends	8,478	5.8%	87
Social network: used to follow friends activities	26,681	18.4%	106
Social network: used to find out about new prod.	7,886	5.4%	91
Social network: used to review prod. or service	5,652	3.9%	92
Social network: used for professional contacts	9,635	6.6%	102
Social network: used to find mutual interests	6,004	4.1%	81
Social network: used to track current events	15,974	11.0%	104
Social network: used to find info on TV or movie	8,996	6.2%	96
Social network: used to find local information	12,981	8.9%	101
Social network: used for gaming	9,017	6.2%	88
Social network: used to support favorite brands	5,328	3.7%	84
Social network: used to get coupons or discounts	8,259	5.7%	93
Social network: used to gain access to VIP events	4,506	3.1%	87
Used website/search engine/30 days: ask.com	9,605	6.6%	99
Used website/search engine/30 days: bing.com	26,693	18.4%	112
Used website/search engine/30 days: google.com	121,092	83.4%	110
Used website/search engine/30 days: yahoo.com	47,733	32.9%	105
Visited news website in last 30 days: ABCnews.com	9,321	6.4%	113
Visited news website in last 30 days: bbc.com	8,722	6.0%	138
Visited news website in last 30 days: CBSnews.com	6,498	4.5%	115
Visited news website in last 30 days: cnn.com	24,771	17.1%	133
Visited news website in last 30 days: foxnews.com	17,823	12.3%	115
Visited news website in last 30 days: huffpo.com	19,844	13.7%	139
Visited news website in last 30 days: nbcnews.com	7,862	5.4%	121
Visited news website in last 30 days: Yahoo! News	20,596	14.2%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

January 23, 2018